

Ready Meals Packaging in Turkey

September 2022

Table of Contents

Ready Meals Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong growth for frozen ready meals in 2021

Even metal food cans sees rising unit volumes in shelf stable ready meals in 2021

Glass jars loses ground in shelf stable ready meals due to concerns over its fragility

PROSPECTS AND OPPORTUNITIES

Flexible plastic will continue to lead frozen ready meals, but other pack types will be gaining share

Folding cartons to continue gaining share in shelf stable ready meals

Ready Meals Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Pandemic boosts ready meals packaging unit volumes

Large pack sizes expected to slow down in dairy and processed fruit and vegetables

Baby food booms as more Turkish women join the workforce

PET bottles to lose share in soft drinks

Rebound from COVID-19 will benefit glass bottles in alcoholic drinks

Clean beauty trend to drive growth in sustainable pack types

HDPE likely to continue growing but must be brought under the ambit of sustainability

PACKAGING LEGISLATION

Packaging and Waste Management Regulation in 2021

Deposit Management System

RECYCLING AND THE ENVIRONMENT

Saving money and resources through the Zero Waste Project

Effective recycling of beverage packages through the Deposit Management System

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